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Revised

CITY OF RIVERSIDE
HUMAN RESOURCES DEPARTMENT
CLASSIFICATION SPECIFICATION

TITLE: UTILITIES PRINCIPAL PROGRAMS AND SERVICE REPRESENTATIVE

DEFINITION

Under general direction, to plan and participate in the activities of the Programs and Services or the Development Department; to ensure growth objectives in the implementation and organization of programs, products, revenues and services beneficial to the Utility and the industrial, commercial and residential customers; to market the delivery of value added services and conservation programs for customers; to provide responsible administrative support to the Public Benefit Manager, Project Manager or senior staff; to assist in the planning, developing, organizing and managing of development programs, projects and activities within one or more development project areas, involving the following aspects: financial analysis; liaison with the community; coordination of activities with developers, non-profits, business operators, owners and tenants; business development; contract preparation and supervision; marketing activities; and to do related work as required.

DISTINGUISHING CHARACTERISTICS

This is the principal level classification in the Utilities Programs and Service Series. This classification is distinguished by the coordination of activities for a large and complex project or multiple complex projects and the ability to exercise direct supervision over professional, technical and administrative support staff. Discretion is required in applying general goal and policy statements and in resolving problems. Latitude is necessary in administering a complex and sensitive area of responsibility. Incumbents may have lead responsibility over on a project basis and may supervise para-professional, technical and administrative support staff.

This class may be utilized by any division within the Utility including Programs and Services, Legislative Affairs; or Redevelopment and Housing, Neighborhoods, Economic Development and Community Development.

REPORTS TO: Economic Development Manager, Public Benefits Manager or Project Manager

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Public Benefit Manager, Project Manager or Economic Development Manager. Exercises lead responsibility on a project basis and/or direct supervision over para-professional, technical and administrative support staff.

EXAMPLES OF DUTIES

Typical duties may include, but are not limited to, the following:

- Assist in the coordinating, monitoring and evaluating of the planning and execution of all activities within assigned project areas.
- Assist in the development of objectives, priorities, scheduled and budgets for programs, projects and activities.
- Establish and maintain liaison with organizations, private business firms, developers, brokers, public agencies, property owners and the general public to promote and facilitate the planning and execution of economic development and redevelopment activities.
- Make public presentations to legislative bodies or other public agencies as directed; make public presentations to community groups, development associations and other major assemblages regarding economic development processes, programs and services.

- Assist in the preparation, administration and monitoring of contracts and other related documents.
- Gather and analyze data, participate in special studies and analyses and prepare and submit comprehensive reports on various aspects of programs and projects; prepare factual data, on an ongoing basis or information and promotional materials.
- Assist in the developing, monitoring and administration of project-specific budgets on annual and multi-year basis; participate in coordinating long and short term project cash flow analyses; assist in redevelopment tax allocation bond financing.
- Coordinate with other departments the review and processing of specific private development projects; provide assistance and facilitation whenever necessary to expedite project development.
- Assist in the preparation and evaluation of Requests for Qualification.
- Serve as a management liaison to a board and/or council; coordinate special projects and requests; write council reports.
- Supervise, train and evaluate professional, technical and administrative support staff.
- Perform liaison activities between industrial, commercial and/or residential customers.
- Recommend and assist in implementation and evaluation of goals, objectives and practices for providing effective and efficient utility related customer programs and services.
- Recommend and implement approved policies, plans and programs for the efficient use of energy and water resources.
- Direct the dissemination of information regarding utility activities, electric and water usage, conservation and programs, retail products and services and related matters.
- Use and assist in the development of relevant software programs to assist in customer tracking and marketing.
- Assist in the development of appropriate marketing, communication and advertising programs for retail products, programs and services.
- Participate in community groups pertaining to energy and facility related management.
- Perform property research and prepare customized mapping tools.
- Prepare land use exhibits and due diligence packages for prospective developers and users.
- Coordinate City demographic information.
- Assist in coordinating corporate site visits.
- Maintain retail, office and industrial property inventory.
- Respond to business attraction and expansion leads.
- Coordinate special events for commercial real estate brokers and developers.
- Maintain economic development project data base.
- Provide site selection assistance to clients.
- Develop and/or create customized response packages for clients/business prospects.
- Coordinate and/or implement the use of various economic development incentives to attract or expand businesses.

- Assist in the administration of economic development grants.
- Conduct industry related research.
- Assist clients with various regulatory compliance issues.
- Analyze and make recommendations regarding various land use and/or planning issues.

QUALIFICATIONS

Knowledge of:

- California Community Redevelopment Law, real estate law and other applicable sections of federal, state and local laws and codes.
- Theory, principles and practices of governmental land use planning.
- City organization, operations, policies and objectives.
- Federal, state and local economic development programs and incentives.
- Principles and practices of organization, administration, budget and personnel management.
- Oral and written communication skills.
- Personal computer operations and software application.
- Principles of supervision.
- Pertinent federal, state and local policies, procedures, laws and regulations.
- Basic principles and practices related to customer service.
- Principles and practices of conservation and efficient use of energy and water.

Ability to:

- Recommend, and participate in implementing, evaluating and modifying goals, objectives and practices.
- Negotiate portions of sensitive customer agreements.
- Analyze problems, identify multiple solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Work week-ends and evenings as required.
- Coordinate, organize and administer economic development and customer activities.
- Present ideas and concepts effectively and persuasively in speaking before large and small groups; and to communicate effectively in written reports and correspondence.
- Establish and maintain effective working relationships.
- Interpret, apply and explain laws, codes, policies and procedures.
- Analyze situations accurately and adopt effective courses of actions.
- Operate a personal computer and applicable software programs.
- Supervise, train and evaluate para-professional, technical and administrative support staff.

Education and Experience:

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: The equivalent to a Bachelor's Degree from an accredited four year college or university with major work in public or business administration, marketing, resource management, economics, planning or a closely related field.

Experience: A range of 3-5 years of professional administrative or analytical experience in marketing, customer service, energy or water conservation, and/or related products and services for an electric, water or other utility, urban planning, real estate development, redevelopment, architecture or a related field. A Master's Degree may be substituted for one year of the required experience.

MEDICAL CATEGORY: Group 1

NECESSARY SPECIAL REQUIREMENT

Possession of an appropriate, valid class "C" California Motor Vehicle Operator's License.

CAREER ADVANCEMENT OPPORTUNITIES

FROM: Utilities Principal Programs and Services Representative

TO: Public Benefit Manager